

Program Data Sheet

Name of Program: Ebonite Demo Day		
Date: Jan 20, 2006	Day of Week: Saturday	Time: 10 am – 4 pm
Location: Bowling Center	Information Phone #: 2939	Price: \$15.00 Per Attendee
Program Coordinators: Peter Discenza		
Phone #: 2939	Fax #: 3327	e-mail Address: Bowling@monroe.army.mil
Purpose of the Program: To generate Pro shop revenue by hosting ball manufacturer's product demonstration. This program enables participants to use 5 different high performance bowling balls before purchasing them.		

Actions:		
Program advertising began at then end of November. Advertising included flyers in both Fort Monroe Bowling center and 4 other cooperative civilian bowling centers. 35 people participated.		
Results:		
Very High Customer satisfaction indicated in after program survey. Sales were solid with 53% of participants purchasing bowling equipment.		
Elements to Change:		
Increased advertising! Possible newspaper advertising.		
Elements to Add:		
None		

After Action Report

Financial Analysis		
Sales:	\$3250	An \$1100 profit in 5 hours. The income will be coming in during the next 3 weeks as equipment arrives. We were the 1 st opportunity in the country for customers to demonstrate Ebonite's newest ball. This generated a lot of excitement, and sales.
COGS:	\$2214.85	
Other Revenues:	\$240	
Labor:	\$80.00	
Other Expenses:	\$50.00	
NIBD:	\$1150.00	

Program Analysis	
Attendance:	Approximately 35
Elements to Change:	
Elements to Eliminate:	

Elements to Add:

Other Comments: The Following are a sample of comments from the participants in the post event survey given by Ebonite:

- “I really enjoyed this demo. Very well organized. Very good to bowl with the ball before purchasing”
- “Great event, well organized!”
- “Great experience”
- “Great job. It was nice having all the equipment and lane conditions to use.”
- “This is a wonderful experience and I enjoyed bowling more today than for several months.”
- “I really enjoyed the demo. IT was nice to throw a ball before having to purchase it.”
- “Very pleasant experience. Look forward to more in the future.”

Additional Note: During this event we sold 17 Bowling Balls and generating \$3200 in sales. I have ran 3 of these events in the past 2 in a 48 lane center and 1 in a 42 lane center. The most successful of these events only generated \$3,800 in sales by selling 24 bowling balls. To do this volume in a 12 lane military installation is a very good turn out. Ebonite reports that the average number of participants to purchase equipment is 41%, 53% of this event purchased at least 1 pieces of equipment and several people bought more than 1 item.